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U. S. Department of Agriculture.

HOLDRIDGE'S CATALOGUE

STRAWBERRY PLANTS

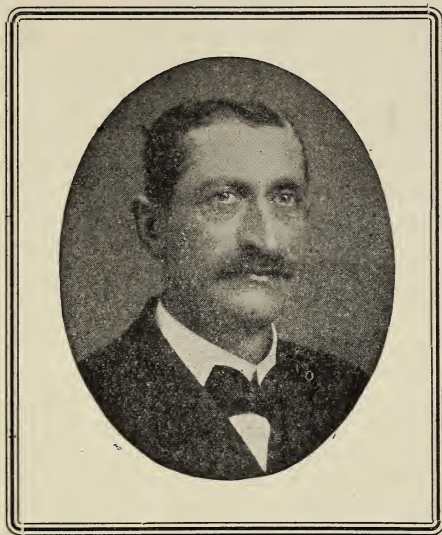
1928

GROWN BY

S. E. HOLDRIDGE
LEDYARD, CONNECTICUT

P. O. ADDRESS: NORWICH, CONN., R. F. D. 6

TELEPHONE CONNECTION



S. E. HOLDRIDGE

TO OUR PATRONS AND FRIENDS

To my many friends and customers and to those who may, but have never purchased plants from us we extend greetings and well wishes for 1928. Growers' testimonials coming from many different states of which some are printed in this catalogue are extremely pleasing. It seems a fair conclusion that Holdridge's plants, planted many times under adverse conditions, are giving satisfaction. When I consider that our annual sales increase from year to year, this speaks well of the loyalty and enthusiasm of those who purchase plants of me annually. At this time we again thank you for your orders and for kind words said about me. To those who have never purchased plants from me I extend you a welcome hand.

We realize that your success in great measure depends upon the quality of the plants you set and your complete satisfaction is of real and vital importance to me. I have made every effort to truthfully represent the different varieties listed in this catalogue and I promise that the plants you order will be true to name plants with a good root system, thoroughly cleaned, properly bunched, packed in damp moss, promptly delivered and will reach their destination nearly as fresh as when dug. What honest grower could do more? We spare no effort in growing

dependable plants and the plants we will send you will be as good and better than some growers send out. My plants are dug with a fork, carried to the packing shed, trimmed without exposure to sun or wind. These plants have been grown on new ground, have been kept thoroughly cleaned and are perfectly healthy plants. When the state inspection was made upon my plants last summer, they were pronounced by the inspector as clean and healthy a lot of plants as he had ever seen. I cannot guarantee plants to live if you neglect them after you receive them. Each year I select only the best plants for setting. By this continuous method I have improved the strain as for quality and productiveness and I do not believe my plants can be excelled anywhere. Do not compare my plants with cheap Southern or Michigan plants; they are worth a good deal more. I have repeatedly said in past catalogues that you will not reap a fortune in growing strawberries, but I do not think there is any crop grown on the farm with the same acreage or even with a little land in the city or back yard, that will bring you in more pleasure and profit than a bed of strawberries. A small patch, kept thoroughly cleaned, well fertilized will produce more and larger berries than a large patch neglected. Many set their plants out with good intentions; they keep them clean until July or August then the plants begin to run, they neglect them. You should keep working in your bed until cold weather sets in. You should not stop then because you have taken good care of them during the summer. They should then be mulched for the winter. Another thing, not because I have plants to sell, but I don't think it pays to set your own plants too long. We change our seed potatoes and we should change our plants. You will get bigger berries and more of them. One advantage in growing strawberries, you get returns quicker than any other fruit crop and the money received for the sale of strawberries comes in a time when money is very acceptable, as there are no other fruit crops that will bring in returns as early as strawberries. I have purchased plants from the South in the past and have been greatly disappointed. The Maryland climate is so far advanced than ours here in New England that plants arrive with blossoms and a large amount of foliage. These have to be stripped before setting. I never had very good results from Southern grown plants the first year; they do not seem to run. After one year, when they are more climated, they run better. Some years ago I purchased three different varieties from a Southern grower. They arrived in fine condition and were nice plants. They were set out April 20th. Soon after setting we had a severe frost and I lost all but three or four plants. Severe

frosts will not hurt Northern grown plants. To those who have never purchased plants from me, I solicit your order or a part of it, and guarantee that you will not be disappointed. I will try and please you and make your a satisfied customer. It is pleasing to me to receive the testimonials unsolicited that are printed in this catalogue. If they had not received good plants they would not say such kind words. The very earliest in the spring that you can possibly get your ground in shape is the logical time to set your plants. Your location and soil depends a whole lot upon your future berries.

Last year I shipped orders of plants to Siam, Venezuela and two orders to Central America. They arrived at their destination in good order.

GRADING AND PACKING.

We do not carry plants in stock. Our plants are freshly dug each day—carried to the packing shed—trimmed under cover with no exposure from sun or wind—tied into bunches of 25 with good count. Customers are advised to throw out all small and inferior plants. The tying and counting is practically under my supervision. They are then packed in damp, live moss, of which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug. Each bundle is labeled. Plants dug, trimmed and packed this way will reach their destination nearly as fresh as when dug.

SETTING OUT PLANTS

Do not set plants on greensward, but upon old ground which has been previously planted and manured. Ground bone, chicken fertilizer and a good commercial fertilizer with plenty of potash are the best fertilizers. Plants should be set 18 to 20 inches in the row and from $3\frac{1}{2}$ to 4 feet between the rows. This gives the narrow matted row which is the best kind of a row unless you grow in the hill system, when plants are set about 12 inches in the row and from 3 to $3\frac{1}{2}$ feet between the rows. All of my plants are marked Perfect or Imperfect. All of my plants that I am selling this year do not need to be fertilized—they will all fruit alone.

PRICES

My prices are not high compared with the quality of my plants. It does not pay to buy cheap plants any more than it does pay to buy cheap seed. Whether you buy your plants from me or not I would advise you to purchase your plants

from some honest grower in New England. A fair price for good plants is a good investment.

You will find my prices are for plants delivered at your door or express office. Most dealers charge for parcel post or express.

INSTRUCTIONS TO PURCHASERS

Order your plants early and set them out early. If your order is placed early, you will be sure of getting your plants when you want them and you will get the variety you want. Sometimes in the late season we are sold out of some varieties. Plant in April if you can. Remit in any way most convenient to you.

When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If they are left in package, they might heat—wet roots a little before setting.

If we are sold out of any variety when your order is received, shall we substitute or not? Answer.

TERMS

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. I am always pleased to have a kind word from customers.

If you like my plants tell some one else. It will be appreciated.

If you desire more catalogues, they will be sent upon request. Again thanking you for past favors and trusting to receive your patronage this year, I will bring this message to a close and wish you all a most prosperous and bountiful season.

S. E. HOLDRIDGE.

Norwich Conn., R. D. No. 6.

Telephone Connection Norwich Division, 1855-4.

VARIETIES

ABINGTON (Perfect)—A good mid-season variety which I think a good deal of. Will do well on all kinds of soil. The plants are healthy and make a good row. Fruit light red in color and the quality is excellent. It is very productive and its fruiting season is nearly four weeks. It is better for a near home market than for distant shipment. After many other varieties are gone you can still find some Abington berries amongst the vines. I have had this variety a number of years. If you want quality you will not be disappointed in this berry.

50 for \$0.75. 100 for \$1.00. 250 for \$2.25. 1,000 for \$7.00.

GLEN MARY (Perfect)—This is a mid-season variety and an old standard, well known by all who have grown berries. The plants are very large and strong rooted. Free from rust and very productive. Berries large and fancy. Very large yields have been reported by commercial growers of this variety.

50 for \$0.75. 100 for \$1.00. 250 for \$2.25. 1,000 for \$7.00.

CORSICAN (Perfect)—I believe this is the sweetest berry grown. If you want quality in a berry, set this variety. You will not be sorry that you planted this variety after you once have eaten of its fruit. Plants large and stocky, and the berry is large and fancy. Nearly every year I am sold out of this variety and have to return money. Customers that know this berry are always anxious to get it again. If you want a sweet berry, try some of this variety and you will not be disappointed. It is a mid-season berry.

Prices same as Howard 17.

PREMIER (Perfect)—Another wonderful variety that I feel pleased to catalogue. It is as nearly perfect as any berry could be. It is very early and productive, and like the Howard 17, continues a long while in bearing. It resembles the Howard very much as to size, quality and productiveness, but with me is three or four days earlier and nearly frost proof, which is a big advantage in an early berry. I have a nice stock of these plants for sale this spring but you should order early as there is a great demand for them.

Prices same as Howard 17.

GASSETT—This is one of my introductions and it is a good one. Medium late to very late. It has pollen enough to fruit alone, but would not fertilize with another variety. I have tried many varieties, but this one is the latest of them all. The plants are large and stocky. Very healthy, free from any leaf spots or rust. Fruit stalks very long and prominent which holds fruit well off the ground. The berries are large and deep red. The quality is excellent for a late berry. It is very productive. I have received some very fine testimonials from customers who have fruited this variety. Do not fail to include some of this variety in your order. You will not be disappointed.

Prices same as Howard No. 17.

HOWARD NO. 17—Nearly every strawberry grower in New England knows the merits and qualities of this variety. This variety and the Premier are without any doubt the best varieties in many ways to plant at the present time. It is early, very productive and bears throughout a long season. The fruit is fancy and commands a good price in market. It will sell when many other varieties will not. The berries are large and deep red throughout. I sell more plants of this variety than all other varieties combined, which shows the great popularity of it. I have a strain of selected Howard 17 plants that is hard to beat. I have been careful in selecting plants for setting as to productiveness and quality consequently I have a strain of this variety that cannot be excelled in New England. I spent the least for advertising last year that I ever did as there was such a demand for my plants that I was sold out before the season closed and had to return quite a lot of money for orders received. You can buy plants from some growers of this variety for \$7 per M, but if you should compare them you would say Holdridge's plants are much cheaper at \$8 per M, the price that I am offering them for this year, which is \$1 cheaper than my prices quoted last year.

If you give me an order for Howard No. 17 plants I promise you will not be disappointed.

Prices:

25 for \$0.75. 50 for \$1.00. 100 for \$1.50. 200 for \$2.00.
250 for \$2.50. 500 for \$4.00. 1,000 for \$8.00.

(These prices include plants trimmed, bunched, packed in damp moss and delivered free to your door or express office anywhere in New England).

X
BRADFORD—This variety was a chance seedling found in Bradford, Vt., several years ago. Hence the name that I am introducing it under this year. I have fruited it for the past three years, and have found it worthy to put on the market. It is very late. Plants large and stocky. Shows no sign of rust with me. The berries are very large and fancy and the quality is equal to the Corsican. I have never seen a more handsome berry. It will always sell when common berries are a glut on the market. Try a few of these with your order.

25 for \$0.50. 50 for \$0.75. 100 for \$1.50.

✓
ADAMS EARLY—I fruited this variety last year for the first time and was more than pleased with it. It is not as early as Premier and Howard 17 and would be classed as a mid-season berry. It is a great plant maker and the foliage stands erect, keeping the fruit off of the ground. It is a pleasing sight to see a bed of this variety in bloom. There are berries and lots of them and they are of large size. Deep red to center and the quality is good. I have some nice plants of this variety and you should include some with your order. It fruited in June with me and did not fruit any more last year. I have given an honest description of this variety as it behaved with me. This is what the introducer says of whom I purchased my plants. It ripens with the medium early varieties and continues through a long season or until the latest varieties are gone. It also blossoms and bears lots of berries in the summer and fall and is much more productive in this respect than many of the Everbearers. Excellent growers in any soil, with bright, glossy green foliage. It ripened almost as early as Howard and will produce fully as many quarts per acre as that variety. Each plant has several fruit stalks all loaded with berries.

Prices same as Howard 17.

RASPBERRIES

WINFIELD (Black)—In my opinion this is the best black cap grown, perfectly hardy, very early. Ripens soon after our late strawberries have finished. Extra large. Very sweet. Very productive. Will outyield any other variety. Averaged the same price in the Norwich market last year as the red variety. They are the most profitable berry that I have grown. I have had this berry for a number of years and I have never advertised it before. I do not think there are many dealers if any, in

New England who have this variety for sale besides me. It is the most wonderful black raspberry that I have ever seen. My supply is limited.

Price: \$0.10 each. 25 for \$2.00. 50 for \$3.50. Strong one year plants.

PLUM FARMER (Black)—A profitable early variety. I considered this the best of the black cap until I found out about the Winfield which I like better. Still this is an excellent variety. Large productive, and sells well in the market.

Price: \$0.08 each. 25 for \$1.75. 50 for \$3.00.

RHUBARB OR PIE PLANT THE BEST VARIETY MYATT'S LINNAEUS

The first thing in the spring to furnish material for pies and sauce. Easy to grow and very healthy. The best variety. Large, early, tender and yields abundantly. Price \$0.20 each. 10 for \$1.75. 100 for \$10.00.

SPECIALS

I am offering two collections this year. Three varieties each and all good. Will supply the needs of any small family or will give you a start in strawberries.

Collection No. 1.

Fifty Abington, \$0.75. 50 Glen Mary, \$0.75. 50 Howard or Premier \$1.00. All for \$2.00.

Collection No. 2.

Fifty Howard or Premier, \$1.00, 50 Corsican or Adams Early, \$1.00, 50 Gassett, \$1.00. All for \$2.25.

Delivered free.

WHAT OTHERS SAY

(Mr. Congden beat his neighbors.)

Danby, Vermont, R. F. D., May 13, 1927.

Dear Sir:—Those Howard 17's we bought of you last year are flourishing something wonderful. According to all accounts, we beat everybody for miles on wintering strawberries. Your plants certainly are healthy. I am interested in setting out a bed of late strawberries and would like to know what you have left to offer.

Yours truly ALFRED DOYLE CONGDON.

(Under date of July 23, 1927, Mr. Congdon writes.)

Danby, Vermont, R. F. D., July 23, 1927.

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—When you sent us the 1,000 Gassett strawberry plants, you wrote that you would like to hear from us later. Those 3,000 Howard 17s that we bought of you last year produced something like 70 bushels of strawberries. They have had a great deal of praise in this vicinity; Pawlet, Dorset, Wallingford, Rutland and Tinsmouth and automobile tourists. The Howard 17 are considered by everyone as the best strawberry for many miles around here. People have been astonished at the size of the berries. I weighed one on the letter scales and it weighed an ounce.

ALFRED DOYLE CONGDON.

(Professor Dodge of the college was pleased.)

Connecticut Agricultural College, Storrs, Conn.,

May 20, 1927.

Mr. S. E. Holdridge, Ledyard Street, Norwich, Conn., My Dear Mr. Holdridge:—Your strawberry plants arrived. Have been planted and all but two are growing. They seem like excellent plants.

Thanking you very much for your promptness, I remain

Most truly yours, RICHARD E. DODGE.

(Mrs. Coombs knows where to get good plants.)

Canterbury, Conn., May 8, 1927.

Dear Sir:—I had some plants of you before and they were very good, so am sending you another order.

Very truly yours, MRS. G. COOMBS.

(And under date of May 17, 1927, Mrs. Coombs writes:)

Received my plants today. The are fine and I am so well pleased with them that I am sending you another order for 500 Howard 17s. They are very satisfactory.

MRS. G. COOMBS.

(Miss Thomas is an old customer.)

Potter Hill, R. I., June 23, 1927.

S. E. Holdridge, Dear Sir:—I bought plants of you last year and your plants are fine. I am having a fine crop of berries from the plants I bought of you.

Yours truly, MISS L. A. THOMAS.

(Was well pleased.)

70 Hamilton Ave., Norwich, Conn., May 16 1927.

Mr. S. E. Holdridge, Dear Sir:—I received your shipment of strawberry plants and was well pleased with them.

Inclosed you will find money order for same.

Respectfully yours, R. H. GOTTSCHALK.

(Best plants ever purchased.)

Lunds Corner Station, May 21, 1927.

Dear Sir:—Received the strawberry plants all right. They came in fine condition. I have had plants from Michigan, New York, Maryland and yours were the best of them all and I am very much pleased. Thanks for liberal count.

Yours E. W. BENNETT,

Lunds Corner Station, New Bedford, Mass.

(Well satisfied.)

Richford, Vermont, R. F. D. No. 2, May 11 1927.

Mr. S. E. Holdridge, Dear Sir:—Your strawberry plants came all right. They are fine. Thanking you for generous count.

Yours truly, MRS. T. A. SPEARS.

(Mr. Killam knows good plants.)

East Woodstock, Conn., May 9, 1927.

S. E. Holdridge, Dear Sir:—J. D. Sanger and I received the order of strawberry plants in good shape. They certainly are fine plants.

Very truly yours, J. H. KILLAM.

(Another customer well pleased.)

Pachaug, Conn., May 18, 1927.

Mr. S. E. Holdridge, Norwich, Conn., Dear Mr. Holdridge:—The strawberry plants came in excellent condition and are doing well. I am pleased with them.

Sincerely FRANK H. WILCOX.

(Promptness counts in filling orders.)

Colchester, Conn., May 26, 1927.

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—The plants came very promptly and appear to be doing fine. I am highly pleased. With thanks for your kind consideration, I am very truly,

JAS. GILFILLAN.

(An old customer always finds plants satisfactory.)

East Hampton, Conn., R. 2, May 18, 1927.

S. E. Holdridge, Dear Sir:—I received the strawberry plants ordered of you last week in fine condition. I have always found your plants very satisfactory.

Very truly yours, C. S. BOLLES, East Hampton Conn.

(A satisfied customer comes back again.)

R. D. No. 8 Norwich Town, Conn., April 18, 1927.

Mr. S. E. Holdridge, Ledyard, Conn., Dear Sir:—Find enclosed money order to pay for plants ordered by my father on the phone this morning. The plants my brother and I got from you two years ago grew fine and had what I called an extra crop of nice berries.

Yours truly, MISS FLORENCE BROWNING.

(Arrived in good order.)

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—The plants were received in good order and immediately set out.

Sincerely yours, H. C. MORGAN, Mystic, Conn.

May 2 1927.

(Pleased with plants and promptness.)

Gales Ferry, Conn., April the third.

Mr. Holdridge, Dear Sir:—Enclosed you will find money order for the raspberry plants which I received a few days ago. They arrived in fine condition and I thank you very much for your promptness in sending them.

Very truly yours, WILLIAM D. ALLEN,

By Gertrude D. Allen.

(Mr. Clark knows good plants when he sees them.)

16 Varney Ct., Laconia, N. H., May 21, 1927.

My Dear Mr. Holdridge:—Received your card notifying me of the shipment of plants and on the afternoon of the same day the strawberry plants arrived and in fine condition; as fresh as though just taken up and they still continue looking O. K. as the weather has been cloudy most of the time. I appreciate you sending such nice plants.

Yours very truly, ALBERT W. CLARK.

(Another customer satisfied.)

Brattleboro, Vermont, May 17, 1927.

Dear Sir:—The strawberry plants came last Saturday and I found them to be nice plants, well rooted and in fine condition. I set them the same day and they are looking good.

Very truly, F. G. JACOBS.

Office of State Entomologist

No. 354

(Seal of Conn.) Date—August 12, 1927

(Copy)

State of Connecticut

Connecticut Agricultural Experiment Station

New Haven, Conn.

**NURSERY INSPECTION AND REGISTRATION
CERTIFICATE**

This is to Certify that S. E. Holdridge, of Ledyard, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925, and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1928.

W. E. BRITTON, State Entomologist.

**(Could have bought cheaper plants, but read what
Mr. Peterson says.)**

Carver, Mass., March 21, 1927.

S. E. Holdridge, Dear Sir:—Enclosed check for \$27, for which please send me 2,750 Howard 17 and 250 Gassett plants. I have been undecided as to where to place my order—of five places in Connecticut, Rhode Island and Vermont, all lower priced than yours, I have finally decided to pay the high price to you and somehow I feel I am going to get my money's worth. Ship to arrive as near as possible April 26. Don't substitute if you can't fill the order as given.

Yours truly, ARTHUR W. PETERSON, Carver, Mass.

(And under date of April 30, Mr. Peterson writes:)

Carver, Mass., April 30, 1927.

Mr. S. E. Holdridge, Dear Sir:—The 3,000 strawberry plants came Thursday night; finished setting them today. I have bought plants from three places in Michigan, one place in New York and a number of places in Massachusetts, but never any as good as this lot and the count was certainly in my favor. They were certainly the cleanest lot I ever saw anywhere, and well worth the price. Wishing you a successful season, I am

Yours truly, ARTHUR W. PETERSON,

Carver, Mass.